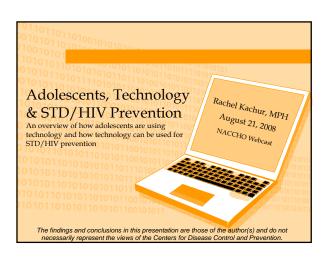
# Internet-Based HIV/STI Prevention Programs for Adolescents FMERGING Insure in Material and Child Health Seaso Some dign Phalificures and South Advance due of Child Health Seaso August 21, 2008 Presented by:

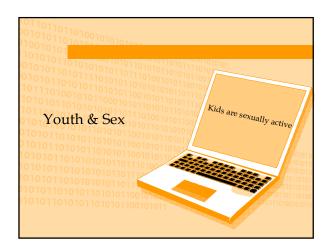
## **Disclosure Statement**

CDC, our planners, and our presenters wish to disclose they have no financial interest or other relationships with the manufacturers of commercial products, suppliers of commercial services, or commercial supporters. Presentations will not include any discussion of the unlabeled use of a product or a product under investigational use.



#### Outline

- Youth & Sex
  - Sexual debut, oral sex, STDs, HIV
- Youth & Technology
  - What they use, how & why
- Technology & Prevention
  - How technology is currently being used for STD/HIV prevention



#### Youth Risk Behavior Surveillance United States, 2007

47.8% of high school students had ever had sexual intercourse; 35% are currently sexually active

		NSFG, 2002	
	<u>Female</u>		Male
Age (years	0101111		
15 -17 0 10	30.3%		31.3%
18 -19	68.8%		64.3%
20 - 24	91.3%		91.0%

- 14.9% of students had had sexual intercourse with >4 persons during their life
- 61.5% report using a condom at last intercourse
- 38.5% of sexually active high school students had not used a condom at last sexual intercourse

## National Survey of Family Growth 2002 (Cycle 6) - Oral Sex

- 30% of 15 yo report experiencing oral sex
- 75% of 19 yo report experiencing oral sex
- At every age, a higher % of youth report oral sexual than coital experience

## Sexually Transmitted Diseases

- 1 in 4 female adolescents have an STI; 15% had more than one
  - HPV (18.3%)
  - Chlamydia (3.9%)
  - Trichomoniasis (2.5%)
  - HSV-2 (1.9%)
- African Americans females have highest prevalence (48% compared to 20% of white females)

#### CDC STD surveillance report, 2006

- ~ 19 million new infections occur each year, almost half of them among young people ages 15 to 24
- Chlamydia is the most common reportable STD.
- Young females aged 15 to 19 had the highest chlamydia rate.
- For the second consecutive year, gonorrhea rates for persons 15 to 19 and 20 to 24 years of age increased.

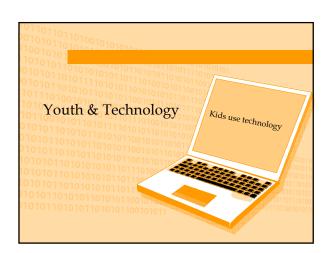
## CDC STD surveillance report, 2006

- Syphilis rates among 15 19 yo women have increased since 2004 (1.5 cases per 100,000 population, to 1.9 in 2005 and to 2.3 in 2006)
- For women, rates are highest among 20 24 yo (2.9 cases per 100,000 population in 2006)
- In men, rates among those 15 to 19 years of age have increased since 2002 (1.3 cases per 100,000 population in 2002 to 2.3 in 2005 and 3.1 in 2006)

# Estimated Rates of New Human Immunodeficiency Virus Infections, 50 US States and the District of Columbia, 2006a Table 2. Estimated Rates of New Human Immunodeficiency Virus Infections, 50 US States and the District of Columbia, 2006s Characteristic Rate (95% CI)<sup>b</sup> Total 22.8 (19.5-26.1) Sex Male 34.3 (29.1-39.5) Fermale 11.9 (10.0-13.7) Recording 11.9 (10.0-

HIV/AIDS Cases among Male Adolescents and Young Adults, by Transmission Category 2001–2005—33 States						
Transmission category 13–19 years 20–24 years						
Male-to-male sexual contact	2,346	77	8,402	75		
Injection drug use (IDU)	212	7	866	8		
Male-to-male sexual contact and IDU	122	4	593	5		
High-risk heterosexual contact*	343	11	1,366	12		
Other/not identified †	9	<1	31	<1		
Total	3,031	100	11,259	100		
Note: Data include persons with a diagnosis of HIV infection regardles of ACS status at diagnosis. Data from 33 states which confidential terms based HIV infection regionality are all sets (2001. Clean has been aligned for regioning obley of ordinary sets which in factor formerous electrodated.)  1 Network of the set						

2001–2005-	—33 St	ates		
Transmission Category	13–19 <u>N</u>	years <u>%</u>	20–24 <u>N</u>	years 
Injection drug use	333	14	800	14
High-risk heterosexual contact	* 2,086	85 (	4,740	85
Other/not Identified <sup>†</sup>	22	<1	47	<1
Total	2,441	100	5,586	100



Millennials	
Millennials (ages 13-24)     *biggest consumers of technology and most technologically savvy	10101 101101 <b>48 million</b> 010110101 010101101010110101011 01010110
• Generation X or "Xers" (25-41)	1011010101010 010101 60 million 010101 60 million
• Baby Boomers (42-60)	80 million
• Matures (61-75)	30 million

## Why they use technology

- Youth don't love technology as much as they love what technology can do for them
  - communicate at all times from anywhere
     express themselves

  - entertainment
- Say different forms of communication allow them to talk about more intimate subjects
- 88% of teens report that information and communication devices make their lives easier, compared with 69% of their parents

#### Adolescents

- 93% of teens are online
- Avg. young person has
- 94 numbers in their cell phone78 people on their IM list

  - 86 people in their social networking community
- Youth expect information on all platforms - mobile, computer & TV

#### Adolescents

- Teens still prefer phone conversations and face-to-face interactions
- Teens will use any tool at their disposal to communicate with each other

## Use of technology varies by demographics • Age - Tweens more likely to play online video Gender - Boys are more likely to watch & upload videos Race/ethnicity - Hispanics, African Americans & Asians more likely than Whites to use a cell phone including texting, watching videos, & taking pictures What are they doing online? Sharing pictures Instant messaging Blogging Gaming Watching/making Social Networking videos Videos Making websites Instant message (IM) • 68% send or receive instant messages · Use it for - Gossiping (62%) - Making plans (57%) - Talking about opposite sex (57%) - Flirting (55%) - Talk about school/work (54%) - Talk about TV/music (52%)

• For Adolescents, email is the least popular form

of communication

#### Blogging

- 35% of girls & 20% of boys blog
  - One out of ten adults blog
- 55% read blogs (42% of Xers)
- 42% of teens on SNS also blog
  - 70% (7 out of 10) of SNS teens read blogs of others
  - 76% (3 out of 4) post comments to a blog on a SNS

#### Videos & Photos

- 62% watch YouTube or other video streaming sites
- Older teen boys (15-17) more likely to watch videos on video sharing sites then younger teens. Also more likely to post videos online (21%) than girls (10%); even the most highlywired girls.
- 89% post photos online

### Games

- 67% of teens & 70% of tweens play games online
- Types of games played varies
  - Casual games
  - Virtual games
  - Fantasy games

## Other things

- 39% share artistic creations online (artwork, photos, stories, etc)
- 33% create or work on websites/blogs for others (friends, schools, orgs)
- 27% maintain a personal website

## Social Networking Sites

- 55% of online teens have created their own profile on a social networking site
- 20% of online adults have profiles
- Girls use SNS more, more likely to use it to reinforce existing relationships
- Boys use it to meet new people & flirt

## Reasons they use SNS

- Stay in touch with friends
  - They see frequently (91%)
  - They rarely see in person (82%)
- To make plans (72%)
- To make new friends (49%)
- To flirt (17%)

		_
		_
		_
		_
		_
		_
		_
		_
		_
		_
		_

## What are they doing on SNS sites?

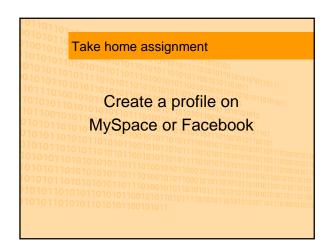
- 84% post messages to a friend's wall/page
- 82% send private messages to friends
- 76% post comments to friend's blogs
- 72% make plans with friends
- 61% send a bulletin or mass message to all friends in the system
- 33% wink, poke, give e-props to friends

## Top 5 Social Networking Sites

- MySpace
- Facebook
- Bebo
- BlackPlanet
- Club Penguin

#### Peer influencers

- 71% of adolescents are watching/reading personal content created by others
- Most of websites viewed and viral-video content downloaded came from friends
- "Friends influence each other as much as marketers do."





## What about mobile phones? Watching videos Texting Taking pictures • SNS Ordering stuff Games Dating Getting info Mobile Phone · Who owns cell phones? - 73% of adults - 77% of young adults - 63% of teens - 35% of tweens • 4 mobile phones sold per one personal computer. Cell phones have more reach. CDC/National Health Interview Survey • ~1 out of 6 American homes (15.8%) had only wireless telephones - 10 million children living in wireless only houses More likely to be living in a wireless only household: - Adults living in poverty - Adults living in the South or Midwest - Hispanic Adults - African American Adults

## Adolescents & mobile phones

- Keeps them connected with family & friends
  - \* More important than being cool
- Convenience of being able to communicate from anywhere

#### **Text Messaging**

- 75% of cell phone owners have text messaging capabilities
  - Of all users, only 35% use it
  - Among 13-17 yo, 72% use it
- Most used feature or most wanted feature
- On average, teens send 15-16 texts a day (455 texts/month)
- Cell phones becoming the new medium for viewing music videos

#### Improving Parent-child communications

- 68% of parents use texting to communicate with their children
- 56% of teens say they communicate more often with their parents since they began text messaging
- 53% thinks it has improved their relationship with their parents
- 51% of parents agree


## If you had to choose between your cell phone and...

- 1/3 would give up listening to the radio, playing video games or going to the mall
- ~1/4 would give up their MP3 players
- 1 in 5 would give up TV

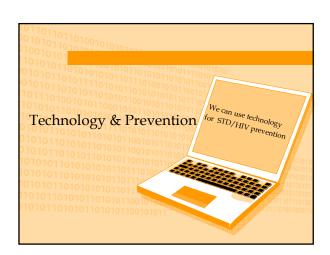
#### Other uses

- Accessing SNS
  - 63% of US web traffic on mobile phones
- Connecting to the Internet
- Watching videos
- Taking pictures
- Accessing information &/or goods
- Gaming
- Dating



-		

# Take Home Assignment: Text Zip Code to KnowIt • CDC/Kaiser Family Foundation effort to increase HIV testing • Text zip code to "Knowit" (566948) to get nearest HIV testing location • Text messaging campaign linked to the HIVtest.org website







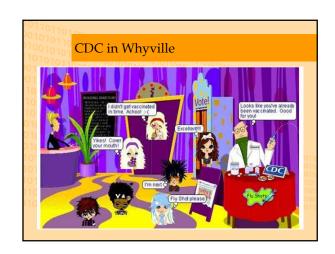




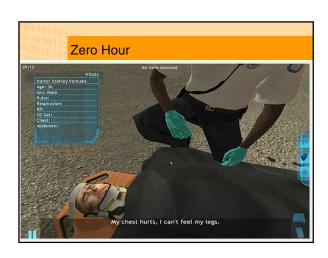














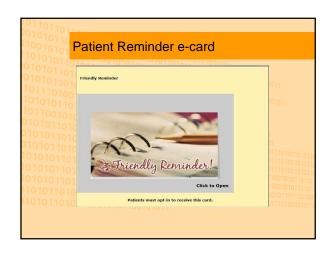


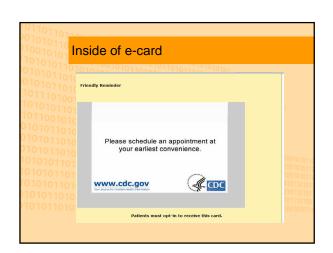


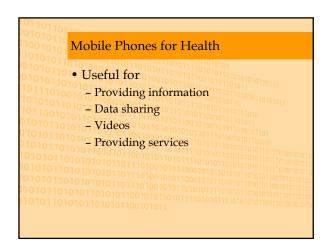




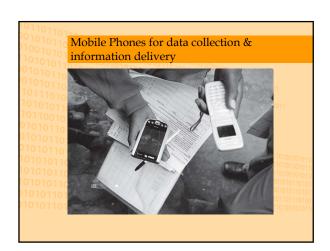








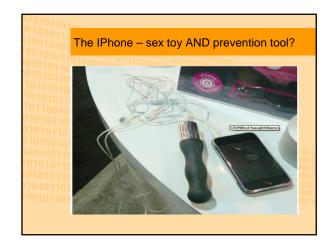






## Mobile Phones for providing services Appointment reminders Test results • Diagnosis • Medication adherence • Saves staff time, improves health outcomes, meets the public where they are Expectations of Teens (& the public) • Expect people and organizations to be online & easy to find • Expect information to be online, available and up to date • People influencing people - Other people's opinions are just as important as brands • Want information in every medium Marketing – our competition • The biggest budget increases will be seen in online marketing, with 79.1% of marketers planning to boost their online budgets next year, up from last year, when 75.6% of marketers said they planned to increase their

online budgets in 2007.



#### **Contact Information**

Rachel Kachur rkachur@cdc.gov (404) 639-2387

Or on STDPreventiononline.org

Four Mindsets about Promoting Youth's Sexual Health Online (and how to avoid their traps)

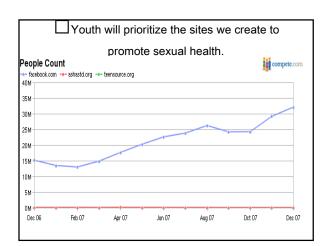
> Dan Wohlfeiler STD Control Branch California Dept. of Public Health August 21, 2008

## **Thanks**

- Julia Marcus, CA STD Control Branch
- Jon Ellen, Johns Hopkins University
- John Potterat
- Chris O'Leary (1973-2008), LA STD Program
- The managers of the very websites who were gracious enough to let themselves be recognized as not being big enough to solve the problem of STD/HIV transmission among people meeting partners online

## The four mindsets

- Youth will prioritize the websites we create to promote sexual health.
- We can use off-line strategies for STD/HIV prevention online.
- Youth's risk for HIV/STD is based on their individual characteristics.
- We can define the problem as the lack of the solution we already have in mind.



_				
-				
-				
_				
-				
_				
_				
_				
_				
_				
_				
-				
_				
_				
-				
-				
_		 		

## How many people visited in December, 2007?

 Facebook
 32,097,588

 CDC.Gov
 2,262,122

 Manhunt
 398,201

 Ashastd.org
 130,000\*

 Teensource.org
 58,000\*

 Siecus.org
 120,000\*

 Hivtest.org
 28,228

Even if Compete is insensitive to low numbers, it's not off by 1000-fold.

\*numbers provided by website managers

## We can use off-line strategies online.

- · Internet outreach
  - We do it, but there are few data to support its effectiveness
  - To be effective, needs to reach:
    - The right individuals
    - Enough individuals
    - With something effective enough
  - Costs can be substantial
    - Four per hour to do a quality intervention with basic risk assessment and recruitment to other interventions

## Reasons cited for doing outreach online

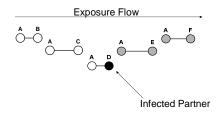
- We can answer questions like "How safe is oral sex?"
- We can provide links to testing.
- We can provide links to other services.

All of these can be accomplished by googling or by providing links on the sites themselves.

•		

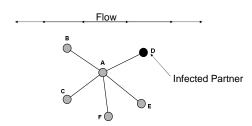
The one justification for doing	
outreach that we can't automate	
Lend an empathic ear.	
	1
Alternatives:	
Alternatives.	
Go where they are.	
Improve links.	
Encourage internet sites to do periodic	
reminders to get tested, either per number of potential partners pages viewed, time,	
or upon renewal of membership.	
Youth's risk is based on their individual	]
psychological characteristics.	
To some extent, that's true.	
But in the second second second	
But risk for youth also depends on many factors including:	
Age of partners	
Patterns of relationships and network structure.	

## Serial Monogamy



After A is exposed to infected partner D, three are potentially infected.

## Concurrency

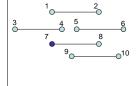


Given the same time period: After A is exposed to infected partner D, five are potentially infected.

Concurrency facilitates more transmission than serial monogamy.

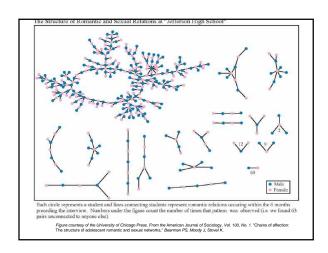
If surveys tell us that 10% of people are having unsafe sex, what does that tell us?

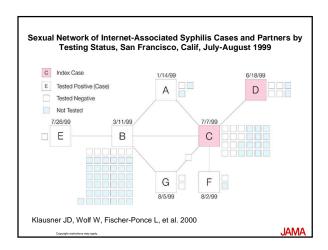


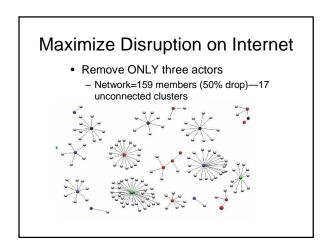


10% high risk

10% high risk



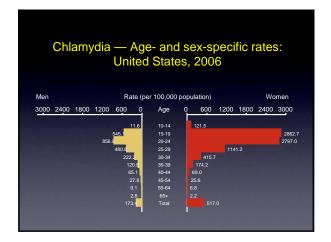


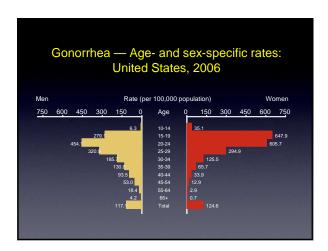


	_
More alternatives:	
<ul> <li>Let the internet help people make more informed choices.</li> </ul>	
informed choices.	
<ul> <li>Encourage sites which cater specifically to lower risk activities</li> </ul>	
	_
"The problem is the lack of solution	
we already have in mind."	
"The problem is the lack of"	
community	
outreach	
non-alcoholic venues	
counseling	
Solution:	
Organize, don't provide.	
Same skills we have in counseling we can	
apply in leveraging others' resources including internet company owners and	
others	
<ul><li>Identify benefits</li><li>Identify where they are</li></ul>	
<ul> <li>Come up with feasible steps</li> </ul>	

For questions, comments, suggestions, criticism:	
Dan.wohlfeiler@cdph.ca.gov	
	<u> </u>
Using Technology in Adolescent	
STI Prevention	-
Kees Rietmeijer, MD, PhD	
Internet and STD Center of Excellence Denver Public Health Department	
Why Do We Care?	







## Communication Technology and STI among Adolescents:

What's the Risk?

**Table 1.** Young Persons (Age 18–24 Years) Reporting Sex With Internet Partners (SIPs; N=495) and Young Persons With No Internet Partners (NIPs; N=739) to SexQuiz

Measure	SIPs N = 495 Mean (SD) or % yes	NIPs N = 739 Mean (SD) or % yes	p-value
Demographics			
Male	66.7	56.8	< 0.001
White	76.3	74.4	0.18
Black	5.1	5.3	
Hispanic	6.1	6.4	0.88
Age at first sex (yrs)	16.6 (2.8)	17.1 (2.8)	0.003
Tested for HIV	55.3	35.2	< 0.001
Tested for STD	48.5	36.3	< 0.001
Had an STD	10.4	6.2	0.02

McFarlane et al. J Adol Health 2002;31:11

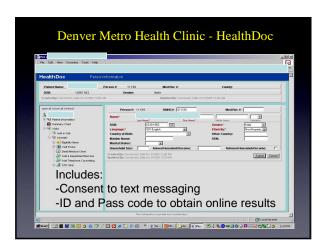
**Table 1.** Young Persons (Age 18–24 Years) Reporting Sex With Internet Partners (SIPs; N = 495) and Young Persons With No Internet Partners (NIPs; N = 739) to Sex Oniz

SIPs	NIPs	
N = 495	N = 739	
Mean (SD)	Mean (SD	)
or % yes	or % yes	p-va
14.6 (47.1)	5.8 (11.1)	< 0.001
4.3 (16.2)	1.7 (1.5)	< 0.001
		< 0.001
30.8	5.7	
53.3	86.7	
15.9	7.6	
87.6	91.1	< 0.001
45.9	24.1	< 0.001
60.0	87.8	< 0.001
3.3	4.2	0.32
46.6	38.1	< 0.001
57.6	60.5	0.07
60.5	60.3	0.93
62.3	59.7	0.66
31.5	26.1	0.04
49.2	43.6	0.15
14.2	8.6	0.009
22.3	30.9	0.006
8.0	5.8	0.02
	N = 495 Mean (SD) or % yes 14.6 (47.1) 4.3 (16.2) 30.8 55.3 15.9 60.0 3.3 46.6 57.6 60.5 62.3 549.2 14.2 22.3	N = 495 N = 739 Mean (SD or "k yes    14.6 (47.1) 58.11.15 (11.5) 17.01.5 (11.5) 27.5 (11.5) 27.6 (11.5) 24.1 (45.9 24.1

McFarlane et al. J Adol Health 2002;31:11

#### Association Internet Sex with Prevalent Gonorrhea and/or Chlamydia MSM MSW Women Ν 1847 6453 4703 Sex with Internet 809 356 154 (43.8%) (5.5%) (3.2%) Partner Odds Ratio 0.92 0.59 0.57 (95% C.I.) (0.70-1.20) (0.42-0.81) (0.31-1.01) Al-Tayyib et al. Poster C-02

## Using Technology for STI Services and Prevention 1. Adjunct to Clinical Services











# Cell Phone & Text Messaging Use Among STD Clinic Patients Clinic Survey Results Do you use a cell phone? Do you use text messaging on your cell phone? Is it OK to contact you via text message? 93.5%

## Text Messaging Projects Denver Metro Health Clinic • Project 1 Send text message to those testing positive for gonorrhea or chlamydia to call the clinic to receive their results (if they haven't called back after 7 days)

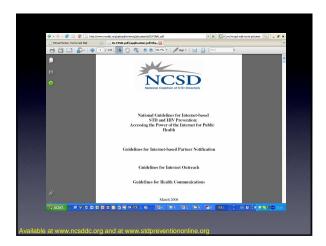
## Text Messaging Projects Denver Metro Health Clinic Project 2 Send text message to those treated for gonorrhea or chlamydia to return to the clinic for re-testing after 3 months

## Using Technology for STI Services and Prevention

• 2. Stand Alone Clinical Services



# Using Technology for STI Services and Prevention • 3. Partner Services









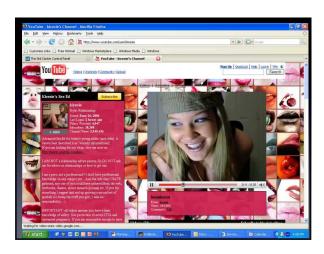




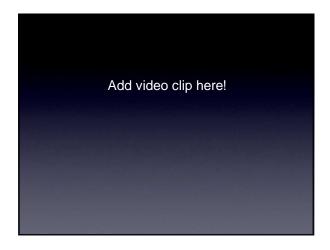












## The Internet and STI/HIV Prevention Providers

• Get With The Program!!



## **Questions & Answers**

Type your question into the "Questions" box located on the lower left side of your screen.

Be sure to click "send" to submit your question.

٥r

Press \*1 on your touch-tone phone to ask a live question.

## Thank you for your participation!



Please take a moment to submit the online evaluation form for this session. Click on the "Evaluation" link to the left of the slide.

Presented by



NACCHO
National Association of County & City Health Officials